

Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 /049 W

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R 291736Z DEC 75

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 7700

USDOC WASHDC

INFO AMCONSUL FRANKFURT

AMEMBASSY MEXICO

AMCONSUL MILAN

AMEMBASSY PARIS

AMEMBASSY SINGAPORE

AMEMBASSY STOCKHOLM

AMCONSUL SYDNEY

AMEMBASSY TAIPEI

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

AMEMBASSY BEIRUT

AMCONSUL BELFAST

AMCONSUL EDINBURGH

AMCONSUL LIVERPOOL

UNCLAS SECTION 01 OF 02 LONDON 19784

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: PRODUCT MARKETING SERVICE BY TRADE CENTERS

REF: STATE 297149

1. SUMMARY. INITIAL REACTIONS TO PRODUCT MARKETING SERVICE (PMS) ARE (1) CONCERN THAT SERVICE WILL NOT ACHIEVE DESIRED AND WORTHY AIMS BECAUSE OF SIGNIFICANT IMPRACTICAL ASPECTS AND POTENTIAL PUBLIC RELATIONS PROBLEMS WITH VISITORS, (2) BELIEF THAT, DESPITE DISCLAIMER, PROGRAM WOULD IMPAIR AND INTERFERE WITH SUPPORT NOW GIVEN TO BUSINESS VISITORS BY EMBASSY COMMERCIAL BRANCHES AND (3) SURPRISE THAT VENTURE OF THIS NATURE SUMMARILY PUT IN FORCE WITHOUT CONSUL-
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TATION WITH POSTS HAVING TRADE CENTERS. WE HOPE

IMPLEMENTATION CAN BE DELAYED PENDING CONSIDERATION
VIEWS THIS AND OTHER POSTS. END SUMMARY.

2. COMMERCE INITIATIVE WITH PMS HAS WORTHY INTENT
IMPROVE SERVICES BUSINESS VISITORS ABROAD AND THIS
GOAL SHOULD ALWAYS BE KEPT IN MIND. CURRENT MOVE
THIS DIRECTIOL THROUGH PMS DOES, HOWEVER, PRESENT
DIFFICULTIES AND PITFALLS, SOME OF THEM SIGNIFICANT
IN PRACTICAL ASPECTS AND RELATIONS WITH BUSINESS
VISITORS. IT MAY BE THAT SUCH SERVICE WOULD BE
APPROPRIATE AT POSTS IN LESS-DEVELOPED COUNTRIES
WITH TRADE DEVELOPMENT CENTERS. IN THE INDUSTRIAL
COUNTRIES AT LEAST THE NEED FOR THE PMS IS LESS
DEMONSTRABLE AND THE TRAVELER WITH A PRESENTATION
PACKAGE LESS IN EVIDENCE. IN ANY EVENT THE BETWEEN
SHOW PROGRAM COULD BE USED.

3. PMS WOULD BLUR WHAT SHOULD BE CLEAR LINE BETWEEN
COMMERCIAL FULCTIONS OF EMBASSY COMMERCIAL BRANCHES
AND TRADE CENTERS. WE CAN EXPECT CONFUSION FROM
BUSINESS REPS AS TO WHERE THEY GO ABROAD FOR COMMER-
CIAL SERVICES. WE CAN ALSO EXPECT IRRITATIONS FROM SOME
BUSINESS VISITORS, ONE OF WHOM DOESN'T CARRY A SAMPLE
CASE AND GETS HIS INFORMATION (LESS OFFICE SPACE) FREE
FROM THE EMBAQSY, WHILE THE VISITOR WITH THE SAMPLE
CASE PAYS 25 DOLLARS FOR OFFICE SPACE AND FOR SERVICES
WHICH MUST BE SUPPLIED 90 PER CENT FROM THE EMBASSY
A MILE AWAY.

4. ALTHOUGH PMS GUIDELINES RESTRICT ITS APPLICABILITY
TO THOSE WITH SAMPLES OR VISUAL AIDS, IT IS NOT SO
SIMPLE. THE TRANSFER OF CERTAIN COMMERCIAL INFORMATION
AND OTHER FACILITATIVE SERVICES ON A FEE BASIS TO
TRADE CENTERS WOULD INTERFERE WITH AND IMPAIR
EFFICIENT PROTISION OF NORMAL COMMERCIAL BRANCH SER-
VICES, WOULD REQUIRE UNFEASIBLE DUPLICATION AT TRADE
CENTERS OF INFORMATION NOW HELD IN EMBASSIES, WOULD
REQUIRE SHUTTLE OF EITHER COMMERCIAL OFFICER OR
VISITOR BETWEEN EMBASSIES AND TRADE CENTERS. RESULT
WOULD BE CONFUSED BUSINESS VISITOR, POOR PUBLIC RELA-
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TIONS IMAGE AND TANGLE OF EMBASSY COMMERCIAL BRANCH
AND TRADE CENTER FUNCTIONS.

5. LONDON TRADE CENTER HAS NEITHER PERSONNEL NOR
INFORMATIONAL RESOURCES TO SERVICE VISITORS UNDER PMS.
LTC BY DEFINITION STAFFED AND ORIENTED TOWARD EXHIBI-
TION US GOODS ANDJ DOES NOT ATTEMPT DUPLICATE FILES OR
RESOURCES OF EMBASSY COMMERCIAL BRANCH. IF VISITOR

REFERRED TO LTC UNDER PMS, EITHER VISITOR OR COMMERCIAL BRANCH OFFICER WOULD HAVE TO MOVE BETWEEN EMBASSY AND LTC FOR EXCHANGE OF COMMERCIAL INFORMATION. REP FIND WORK HERE DONE BY EMBASSY CONTRARY TO ASSUMPTION IN PARA 8 REFTEL.

6. IN ANY EVENT. THOSE WHO WISH OFFICE SPACE ARE FEW,

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AT LEAST IN DEVELOPED COUNTRIES, AND EMBASSY COMMERCIAL BRANCHES ROUTINELY MEET OTHER NEEDS SUCH AS APPOINTMENTS, BRIEFING, IDENTIFICATION OF KEY PROSPECTS, ETC. LTC DOEQ SERVICE OCCASIONALLY THE VISITOR WITH

SAMPLES BY PROVIDING SPACE. ALL OF THIS, OF COURSE, WITHOUT FEE. (IF AIM OF PMS INVOLVES FULL COST RECOVERY CONCEPT, THEN THERE IS EVEN MORE NEED OF FULL PRIOR CONSULTATION AND CONSIDERATION).

7. MANY YEARS ACCUMULATED EXPERIENCE COMMERCIAL OFFICERS HERE REVEAL ONLY A FEW CASES OF VISITORS WITH SAMPLE CASES OR VISUAL AIDS AND ONLY OCCASIONAL INSTANCES WHERE OFFICE SPACE REQUESTED. MOST SALESMEN
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GO TO INDIVIDUAL CUSTOMERS WITH NECESSARILY COMPACT SAMPLES OR VISUAL PRESENTATIONS. THOSE WITH MORE EXTENSIVE PRESENTATIONS AND WHO WANT LARGER AUDIENCES WITH MORE THAN ONE POTENTIAL CUSTOMER ARE ABLE REQUEST BETWEEN SHOW PROMOTIONS AT TRADE CENTERS.

8. IDEA OF PROVIDING OFFICE SPACE AND TELEPHONE HAS ALWAYS HAD VALIDITY. PROBLEM IS SPACE AVAILABILITY ABROAD. SPACE AT LONDON TRADE CENTER NOT READILY AVAILABLE DURING MAJOR SHOWS, UNLESS ONE OF OFFICERS GIVES UP HIS OFFICE. SATISFACTORY AD HOC ARRANGEMENTS CAN, HOWEVER, BE MADE DURING "DOWN-TIME".

9. EMBASSY STAFF ACCORDINGLY BELIEVES THERE SHOULD BE TIME FOR FURTHER REFLECTION BEFORE IMPLEMENTATION PMS AND WE RECOMMEND THAT IT BE ON AGENDA FOR TRADE CENTER DIRECTORS CONFERENCE IN JANUARY.

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